The Loudspeaker System Showcase returns to The 2020 NAMM Show

LSS numbers at a glance:

- **15k+** Total Attendee Visits
- **11.5k+** Unique Attendee Visits
- **4380+** Total Organizations in Attendance
- **74** Countries and Regions
- **Attendees From All 50 States**
- **100+ Media Outlets**

Taking place in the real-world environment of the Anaheim Arena, leading loudspeaker brands will showcase the latest technology, attracting a global audience of buyers, influencers and media.

Take advantage of new sponsorship solutions to reach this powerful audience.

**All sponsorships include:**

- 10x5 exhibit space in Loudspeaker System Showcase (LSS) demo area of Arena
- Call-out from MC during each scheduled LSS demo session (3x per day, January 16 – 18)
- Listing as sponsor on NAMM.org
- Enhanced listing on mobile app and online show directory
- ½ page, 4-color advertisement in LSS Guide
- Logo recognition on signage in Arena, show and Hilton lobbies, and digital slides around NAMM Campus

**Showcase Companies include:**

- RCF
- Martin Audio
- Void
- Bassboss
- dB Technologies
- Ferita Audio America
- EM Acoustics
- Palons
- PROEL
- TWAudio
- Soundbarrier
- Crest Audio
Prize Give-Away - $2,000
No demo session is complete without a prize drawing, which immediately follows each round-robin showcase. Be the brand that gets the credit for delivering great giveaways, and in addition to all sponsor benefits have logo recognition on custom, 4-C drawing tickets.

Drape - $2,000
More than 400’ feet of drape is utilized to present the latest loudspeaker technologies to a global audience. This exclusive opportunity showcases your brand in a dynamic setting, helping show thousands of potential customers your fabric, look, feel, and special features of your drape set-up.

Flooring / Carpet sponsor - $2,000
Make sure all visitors see your logo as they enter the LSS demo area. A customized floor graphic helps reinforce your brand, and NAMM Show message. Note – any flooring material other than carpet to be sound absorbent and approved by NAMM.

Bar - $2,000
Evaluating new loudspeaker technologies can make attendees very thirsty. Luckily, a full bar set-up is only feet away. Prominently showcase your brand on front bar panels, and customize a cocktail for added recognition. Sponsors are also able to host a networking reception in the LSS demo area, and have a signature drink named after their brand.

Ceiling gobo - $2,000
Make a lasting impression when your brand is illuminated on the ceiling of the Arena during all show hours. Inspire, connect, engage and get creative with this multi-media marketing opportunity.

Advertisement in LSS Guide
All participants of the LSS will be given an official program guide to help direct their audio decisions. Be part of this annual keepsake that is distributed in the Arena, TEC Tracks education area and digitally to all show attendees.

Full page, 4C - $750
½ page, 4C - $50

Learn more about sponsoring at:
namm.org/loudspeaker
or contact your NAMM Trade Show Representative
tradeshowsales@namm.org • 800.767.6266